Snell & Wilmer

LAW OFFICES

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400 East Van Buren

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Fax: (602) 382-6070 www.swlaw.com

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

Applicants:

Cohagen, et al.

Docket No.:

60655.8000

Serial No.:

10/708,580

Examiner:

Ahshik Kim

Filed:

March 12, 2004

Group Art Unit:

2876

Title:

GEOGRAPHIC AREA MULTIPLE

Confirmation No.:

2579

SERVICE CARD SYSTEM

AMENDMENT AND REPLY

Mail Stop AF Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Commissioner:

In reply to the Final Office Action mailed on October 4, 2005, of which this Reply is filed within two months, please consider the following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.